



Stop half-selling, start wholesaling: double sales
with B2B eCommerce

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Agenda



What is B2B eCommerce?



Selling B2B: opportunities and challenges



Key features of a B2B platform



Setting up your B2B eCommerce store



Wholesale on-the-go:
TradeGecko for Sales



Q&A



Poll Question #1

Are you selling your products wholesale?



What is B2B eCommerce?



What is B2B eCommerce?

- Technology and business practices that allow businesses to buy and sell from each other online
- Involves either an eCommerce “marketplace” or a “portal”
- Targeting B2B buyers online
- Achieving an acceptable B2C-like customer experience standard



B2B trends

***'U.S. manufacturers, wholesalers and distributors are projected to sell as much as \$780 billion via e-Commerce in 2015 – nearly double the 2014 figure – and that growth is accelerating.'* - Forrester Research**

- Many business buyers now prefer to shop online
- 'Channel shifting' a major trend
- Buyers tend to buy more online
- B2B eCommerce cuts operating costs and process more sales to customers through self-service eCommerce sites and electronic order processing



The B2B landscape

- More competition from web-only B2B companies that excel in offering self-service eCommerce - Forrester Research
- When B2B respondents were asked how they plan to improve the experience of their customers, 58% of the respondents said that they planned to improve the customer experience online - Forrester Research



Selling B2B: Opportunities and Challenges



Opportunities

In 5 years, B2B eCommerce sales in the United States is expected to surpass

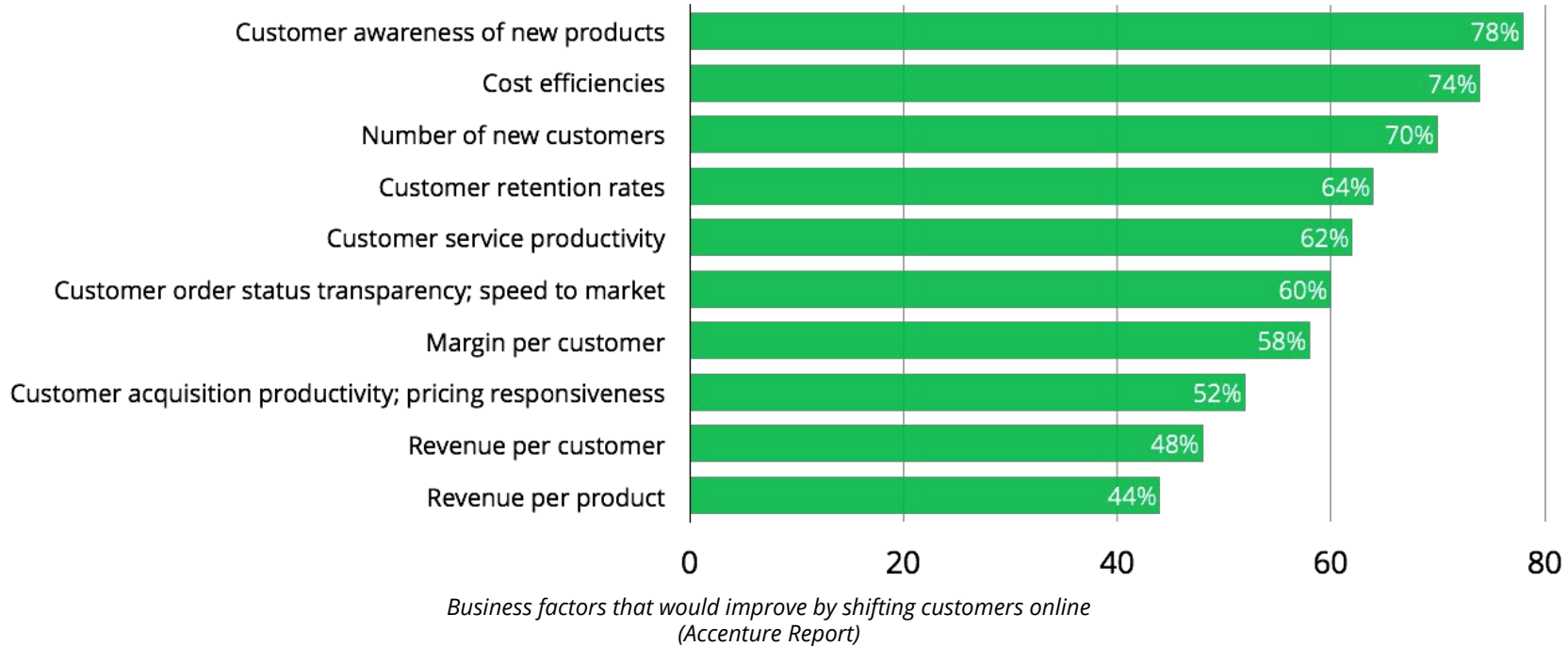
\$1.13 trillion

Business owners who moved B2B ordering process online experienced an

Increased average order value of 44%



Benefits of B2B eCommerce



According to an Accenture report, interviewees said moving customers online has the potential to grow order volumes, strengthen relationships with existing clients and unlock critical cost savings



Are you ready for wholesale?



Consider:

- Finding the right retailers
- How much control you'd like over your brand
- Pricing, minimum order quantities and return agreements
- How you will manage stocks, inventory and orders



Key features of a B2B eCommerce platform



Key features

Easy management of wholesale inventory and ability to tailor your store to each customer

"I love that TradeGecko is very supportive - and **I can easily figure out how to do what I need within the B2B platform and customize it.** It makes reordering so much easier, and keeping track of stock levels while managing multiple channels is a huge benefit. Above all, I like that TradeGecko is growing as our business is growing."

- Festival Clothing



Key features

Flexible, easy order processing

“B2B is such a selling point for a small, up and coming brand. We like to support other independent retailers and we wouldn’t be able to do that without all the features in the B2B portal. It has removed so many barriers, and we can support our own customers in the easy, flexible way they need it. **We are able to handle 25% more business because of the B2B portal.**”

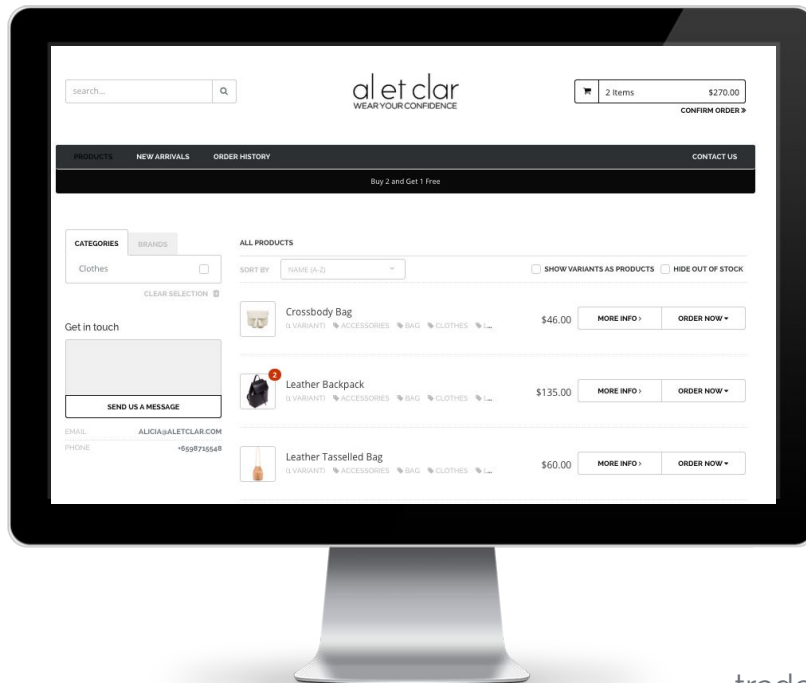
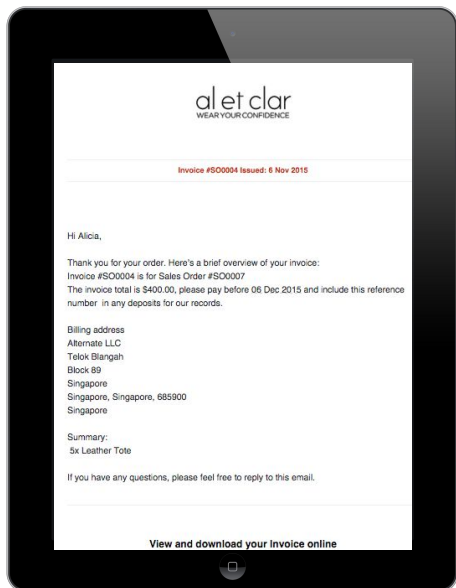
-SuperLove Merino



Key features

Flexible, easy order processing

Order
confirmation
emails for
your
customers



Promotional
messages on
your store

Flexible order
statuses

View products
and place
orders

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Poll Question #2

Are you using a B2B eCommerce platform?



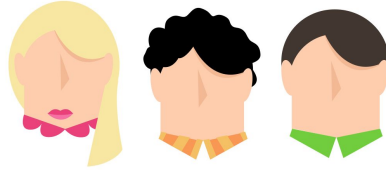
Setting up your B2B eCommerce Platform



Your B2B eCommerce roadmap



Set up your B2B
eCommerce Store



Invite your customers



Manage your
inventory and
process orders



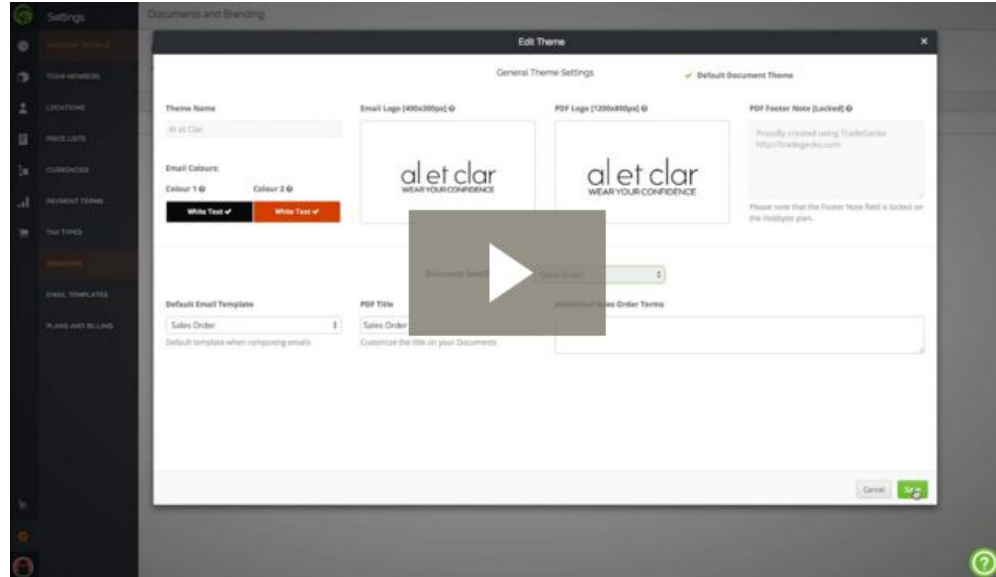
Improve your
customer's order
experience



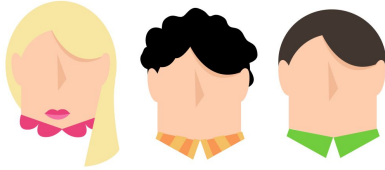
Installing the B2B platform



Set up your B2B
eCommerce Store



Invite your customers



Invite your customers

tradegecko

Relationships (4 of 8)

Contacts of the selected companies are now being invited to your B2B eCommerce Portal

Setting Up Your Relationships Correctly

Business Customers, Consumers and Suppliers. Keep up-to-date with your relationships within TradeGecko.

Watch the video | Read the support article

Take A Tour

Take the 2 minute, step-by-step tour. You'll be up and running in no time.

<input type="checkbox"/>	Bulk Actions (0 selected)	Company Code	Type	Email Address	Phone Number	Status
<input type="checkbox"/>	Acme Ltd		Supplier	bob@acme.com		Active
<input checked="" type="checkbox"/>	Alternate LLC		Business Customer	alice@tradegecko.com		Active
<input type="checkbox"/>	B2B Test Company		Business Customer			Active
<input type="checkbox"/>	J Bogs		Business Customer	jerry@jebogs.co	01 557 99800	Active

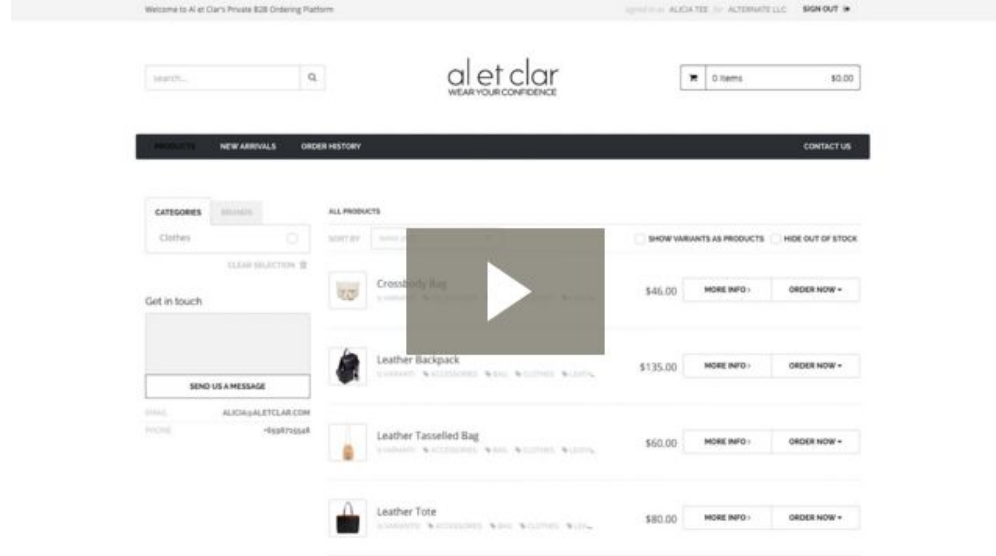
AI et al



Manage your inventory and process orders



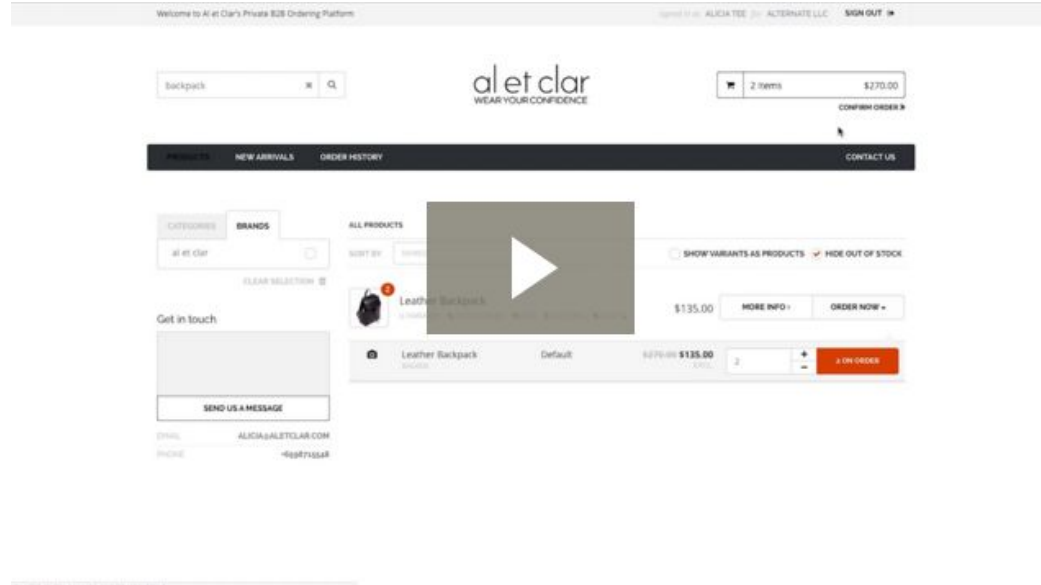
Manage your
inventory and
process orders



Improve your customer's order experience



Improve your
customer's order
experience



Promote your B2B eCommerce Store



Shifting your customers online - Driving awareness

- Send email drip campaigns
- Educate customers about the benefits and convenience of ordering online
- Announce that your online ordering portal is coming soon
- Invite your customers to place an order from your portal
- Follow up with customers who have not used the portal

- Provide clear navigation to the portal from your website

- Reference your portal in all customer-facing communications

- Include a mailer in product shipments to inform customers that they can reorder from the portal

- Have sales reps to notify your retailers in person



Shifting your customers online - Driving usage

Incentivize your customers

Have your sales reps and customer service teams ready to train customers

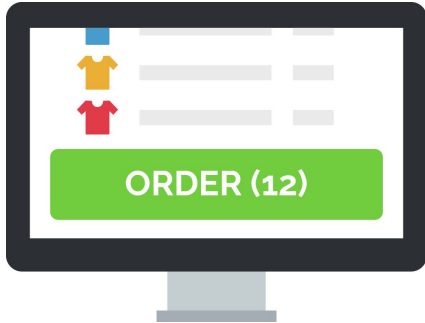


Wholesale on-the-go!

Introducing our new mobile sales and catalog app for iOS



B2B Portal



For your customers to order
directly from you



For your salespeople to sell on
the go



Salesperson woes

- Sales reps selling with inaccurate information
- Order writing inefficiencies
- Order placed for out of stock items

Sales & Catalog app for iOS



For your salespeople to take
orders on the go



TradeGecko for Sales



Beautiful Product Catalog



Take sales orders anywhere



Create and manage your
relationships on the go

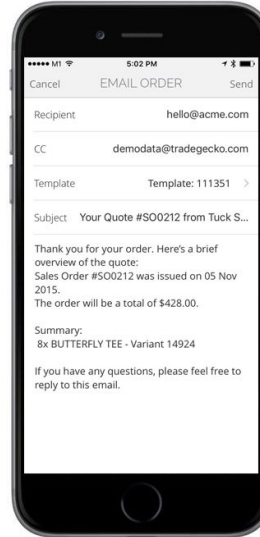
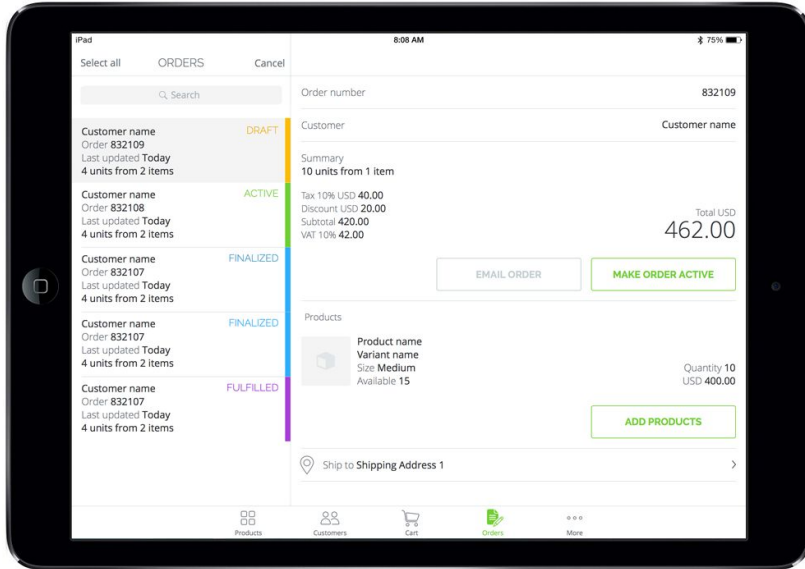


Offline Access

tradegecko.com



View stock levels and take orders on the go



- Shows current stock for each SKU
- Quickly create orders which are synced with TradeGecko
- Send order emails
- Offline access



Available now on the Apple App Store



Supports all iPads and iPhones running iOS 8 and iOS 9

Also includes Apple Watch app

Free for all TradeGecko customers!

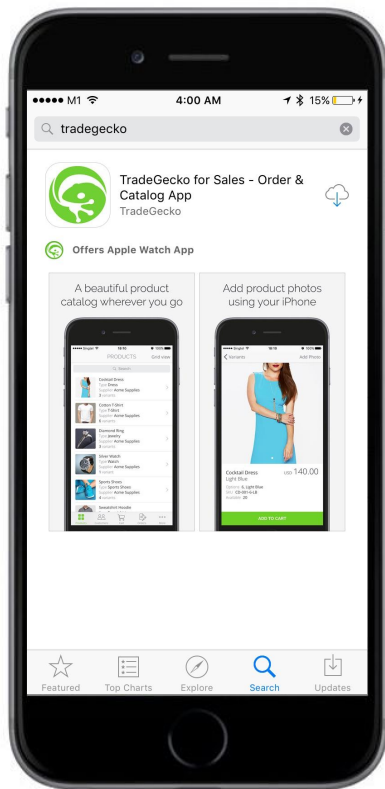
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Available now on the Apple App Store

New app update - coming early February

- Barcode scanning for quick order create
 - Socket Mobile Bluetooth scanners
 - Device camera for scanning
- Product and Order filtering



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Q&A

Can't get enough B2B?

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TradeGecko B2B eCommerce Platform www.tradegecko.com/b2b-ecommerce-platform

B2B eCommerce support articles <http://bit.ly/1WRiVHM>

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